

Makeda S. Escayg

makeda.escayg@gmail.com - www.linkedin.com/in/makedasescayg

Professional Summary

Strategic leader with four years of omnichannel content experience, contributed to driving \$1.5B+ gross sales at HSN (2024). Known for mentoring teams to excel and advancing global inclusion initiatives. Skilled in aligning strategies with business goals for sustained growth and innovation. I aim to leverage my leadership and twelve years of live retail television expertise to boost innovation and audience engagement.

Employment History

Manager, Sales Strategy

HSN, St. Petersburg, FL

March 2023 – Present

- Led a team in developing product stories and managing assets, collaborating with cross-functional partners and five Assistant Sales Strategy Partners.
- Mentored team members and promoted a collaborative, growth-focused work environment.
- Executed storytelling strategies for HSN Events since March 2024 with Broadcast Development and Integrated Marketing.
- Used consumer insights to craft stories that drive customer-focused initiatives and improve engagement and retention.
- Served as Senior Sales Strategy Partner for Apparel/Fashion and Footwear/Handbags from March 2023 to February 2024.
- Drove organizational transformation as part of the Change Catalyst Network (CCN).
- Coordinated sales strategy internship training modules with the Merch Training Team.
- Managed product storytelling and asset distribution for HSN events.

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Category Producer (Beauty)

HSN, Saint Petersburg, FL

March 2021 – March 2023

- Created innovative content for our interactive digital video ecosystem, maintaining brand standards.
- Produced engaging beauty live shows combining education and entertainment to boost viewer engagement and sales.
- Researched market trends and consumer behavior to craft impactful presentations for target audiences.
- Developed multi-platform content strategies to ensure consistent and effective viewer experience.
- Managed cross-functional teams to deliver dynamic beauty programming aligned with network goals.
- Led the development of beauty-focused live shows that integrated educational elements to increase engagement and drive sales.

Television Production Supervisor, Television Production Technician

HSN, Saint Petersburg, FL

July 2013 – February 2021

- Managed and developed thirty-four team members, enhancing their professional growth while implementing standardized procedures and maintaining broadcast quality standards.
- Forecasted and staffed forty hours of live shows weekly, optimizing performance.
- Optimized staffing forecasts and performance metrics for live productions, ensuring resource efficiency and maintaining broadcast quality standards.
- Led daily meetings to align team on business updates and training initiatives.
- Enhanced production workflow efficiency through strategic team coordination and comprehensive training initiatives, delivering consistent broadcast excellence.
- Collaborated with producers and technicians to ensure cohesive live show execution.
- Developed and launched TV Production Department Mentorship Program, earning HSN Vision Award recognition for enhancing team development and operational excellence.
- Partnered with producers and directors to elevate show storytelling, while mastering multiple technical roles including Assistant Director, Audio Operation, Jib Camerawork, and Graphics Operation.

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Education

Master of Arts

Regent University, Virginia Beach, VA

January 2008 – May 2010

Bachelor of Arts

Claflin University, Orangeburg, SC

August 2003 – May 2007

Skills

Media & Production Expertise

- Live Studio Production & Talent Relations
- Video Editing & Post-Production Workflow
- Cross-Platform Content Creation (TV, Social, Streaming) and Content Strategy
- Brand Storytelling & Visual Identity Curation

Core Soft Skills

- Emotional Intelligence & Empathetic Engagement
- Adaptability & Resilience in Dynamic Environments
- Creativity, Vision, and Collaborative Innovation

Honors & Recognition

- Claflin University 40 Under 40 Honoree (2023)